Impact Reporting Guidelines

To start production of an impact report, contact Sam Levine in Donor Relations.

- Say thank you
- Focus on the impact that the donor is interested in – refer back to the proposal and/or gift agreement, consider the donor’s personal reasons for making the gift
- Use the words and stories of the people who are affected – students, patients, faculty, and community members
- Report on actual outcomes – use numbers and specific examples
- Include institutional investment to show that Stony Brook is invested as well
- Include other earned public funding where appropriate to show how the gift is leveraged
- Include the Campaign for Stony Brook, ongoing needs and funding opportunities
- Refer to brand guidelines for appropriate style and tone

Bound Glossy Report
Writing support and review from donor relations and communications team
Reviewed by Dexter
Custom design, must be produced in (need to clarify # of pages with covers)
*Appropriate for:*
- $1M+ current use (once/limited)
- $10M+ major initiative (annually, as needed)
- Retrospective for VIP Donor (once/limited)

Basic Report w Leadership Cover Letter
Writing support available from donor relations team
Reviewed by Dexter
Typesetting support from Communications
*Appropriate for:*
- $1M+ endowments (annually)
- $100k+ current use (once/limited)

Basic Report
Reviewed by donor relations, collaboration on writing available as needed
Reviewed by Dexter
Typesetting support from Communications
*Appropriate for:*
- $100k+ endowments (annually)
- $25k+ current use (once/limited)

Other Impact Reporting Vehicles
Student Profiles – produced by donor relations for all major donors to scholarships
Update Letter – to be implemented for chairs and professorships, $25k+ endowments
Custom Book – special cases as requested

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